

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Wednesday, April 22, 2015**

**860.429.2740**

**4:15 pm**

**Minutes**

**Present:** Toni Moran, Kristin Schwab, and Cara Workman

**Staff:** Cynthia van Zelm

**Guests:** Samantha Mairson and Steph Orts with ATION

**1. Call to order**

Chair Toni Moran called the meeting to order at 4:25 pm.

**2. Public comment**

There was no public comment.

**3. Approval of Minutes from March 25, 2015**

Due to the lack of quorum, approval of the Minutes was tabled until the next meeting.

**4. Presentation from ATION team**

Samantha Mairson and Steph Orts presented an overview of their team's work based on the Committee's responses to the initial video concept. They explained that their work for this semester is now focused on creating the script and storyboard, while the filming will be done in the fall semester by the next team.

The Committee expressed their pleasure with the progress to date and agreed that the fall may be a better time for filming given the academic schedule, construction schedule, and the state of the landscaping.

Ms. Orts asked if it would be possible to recruit at the Festival for people to act in the video.

Ms. Mairson and Ms. Orts invited comments on the script and concept.

The Committee discussed making the voice overs sound more lively and perhaps using different voices for different sections.

**Cynthia van Zelm and Kathleen Paterson will attend the team's final presentation on May 7.**

The Committee thanked Ms. Mairson and Ms. Orts for their efforts. Ms. Mairson and Ms. Orts left the meeting.

#### **5. Discuss Mansfield Pup Crawl**

Kathleen Paterson explained that the deadline to sign up as an event or walk for Walktober is May 1 and asked the Committee to decide whether to do a walk (must be free, guaranteed listing in calendar) or an event (may charge, only guaranteed online listing).

Ms. Workman suggested doing listing the Pup Crawl as a walk in order to receive more publicity.

Ms. Moran suggested Saturday, October 17 as the date.

The group agreed on Saturday, October 17 and to list the Pup Crawl as a walk.

**Ms. K. Paterson will submit the information to The Last Green Valley for inclusion in Walktober [Done].**

#### **6. Update on Town Square donor event**

Ms. van Zelm reported that, due to scheduling conflicts, the date has been change to Friday, May 29. The schedule of the 5:00 pm donor reception followed by the 6:00 pm public ribbon-cutting and celebration remains the same. She noted that invitations to the donor reception have been mailed.

Ms. K. Paterson said she had confirmed with the band Oh, Cassius! to perform following the ribbon-cutting ceremony.

#### **7. Update on draft Town Square policies**

Ms. van Zelm explained that the draft policies are under review by the Town's attorney. She says she would like to present them to the Town Council soon.

#### **8. Update on Celebrate Mansfield Festival**

Ms. K. Paterson noted that the website has been redesigned, although it has the same address: downtownstorrsfestival.org. She reported that planning is going well. She added there are a couple of key changes. First, there will be a second stage near the Nash-Zimmer Transportation Center. Second, the Festival subcommittee has decided not to hold the Juried Art Show as part of the Festival due to declining participation rates, a lack of sufficient volunteers to organize the show, and a strain on staff time.

#### **9. Discuss possibility of an intern**

Ms. van Zelm explained she would need to research UConn's work study program to see if an internship would be feasible.

Ms. Schwab noted the differences between an internship (for credit) and a work study position (paid).

Ms. Moran commented that, in her experience, setting up and effectively managing an internship should take some time and thought in order to make sure it is effective for both the employer and the intern.

Ms. Schwab said that a UConn faculty committee is working on ways to ensure that students are receiving a good, educational experience with their internships so that they complement and enhance their classroom experiences. She added that it may be too late to schedule for the Fall 2015 semester as students have already selected their classes.

**Ms. van Zelm will research the option of an intern further for winter 2016.**

#### **10. Report on applications for downtown events**

Ms. K. Paterson reported that, between June 2013 and December 2014, there were 288 events for which she received either requests for publicity or requests to use public spaces in Storrs Center. Of these events, 33 were held on public spaces (the Town Square or the courtyard between Mooyah and Geno's). Ms. K. Paterson said she expects to receive many more applications once the Town Square ordinances are approved as she has done minimal outreach to date to let people know of this option.

Ms. K. Paterson noted that two event applications were not approved in April due to the continuing construction work on the Town Square.

Ms. Moran asked if there was a way to handle unsanctioned events and encourage groups to apply for use of the space once the process is approved.

Ms. Schwab recalled a discussion about having volunteers act as ambassadors to the downtown who would help answer questions, give directions, and be a welcoming presence. She asked if they could assist with speaking to groups about the preferred way to apply for events.

Ms. K. Paterson updated the Committee on the events that are scheduled to take place during the summer including the Mansfield Parks and Recreation Department's Summer Concert Series, a square dancing event in June, and the Puppeteers of America's National Puppetry Festival in August.

#### **11. Adjourn**

The meeting adjourned at 6:00 pm.